



# FAST FACTS

## Surf City USA® Marathon February 6, 2011

### A Sell Out Event

- California's Largest Beachside Marathon, Half Marathon, and 5K
- A Runner's World Favorite Winter Marathon
- Award Winning Half Marathon Event (Competitor and LA Sports & Fitness Magazine's "Best of" Awards)
- Longest Running Marathon Event in Orange County (14 Years)
- Two Day Active Lifestyle Expo
- Finish Line Beer Garden, BBQ, and Live Surf Music

### A Compelling Demographic

- Educated, Active, Affluent
- 1,500 Volunteers
- 20,000 Runners & Walkers
- 30,000 Expo Visitors
- 30,000 Spectators

### Marketing Reach

- Year Around Marketing Schedule
- Over 20 Million Marketing Impressions
- Southern California Television Commercials, News, and Features
- 3 Southern California Radio Stations
- Print, Web, Email Promotions, Retail Partnerships, and Event Distribution
- 70,000 Opt In Email Database for Special Promotions
- Professional Public Relations Initiatives

### A Significant Impact

- Over \$2.7 Million Raised with Charitable Partners Free Wheelchair Mission, Train to End Stroke, and the Leukemia & Lymphoma Society

### TOP CITIES

- Huntington Beach
- Los Angeles
- Irvine
- Newport Beach
- Costa Mesa
- Orange
- Mission Viejo
- Fullerton
- Santa Ana
- Long Beach

### AGE

18 & under	3%
19-24	7%
25-34	32%
34-44	30%
45-54	19%
55 & over	9%

### GENDER

Women	56%
Men	44%

### Surf City USA® Demographic Participation Chart

